

APR 09 2013

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
David W. Roth

Application No.: 09/372,416

Group Art Unit: 2177

Filed: August 11, 1999

Examiner: Huynh, Thu V.

**For: System and method for real-time bidding for
Internet advertising space**

REVISED*
REPLY TO NON-FINAL OFFICE ACTION
MAILED APRIL 2, 2012

VIA FACSIMILE: (571) 273-8300

Mall Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

The non-final Office Action ("Office Action") mailed April 2, 2012 has been received and carefully considered. This is a reply to the Office Action.

Amendment to the Claims begin on page 2

Remarks/Argument begin on page 14

* This revised reply and amendment is filed in response to the Notice of Non-Compliance Amendment mailed on October 9, 2012.